

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

~~receiving content access information associated with a subscriber data from a plurality of programming and advertising sources;~~
~~receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from a source other than the plurality of programming and advertising sources;~~

~~receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;~~

~~merging said content access information data from the plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and~~

~~analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.~~

2. (Original) The method of claim 1, wherein said subscriber comprises a consumer.

3. (Currently Amended) The method of claim 1, wherein said ~~content access information data from the plurality of programming and advertising sources~~ comprises television-programming data.

4. (Canceled)

5. (Currently Amended) The method of claim 1, wherein said ~~content access information data from the plurality of programming and advertising sources~~ comprises duration information.

6. (Original) The method of claim 1, wherein said subscriber attribute comprises demographic information.

7. (Original) The method of claim 6, wherein said demographic information comprises a profession of said subscriber.

8. (Original) The method of claim 6, wherein said demographic information comprises a property ownership history of said subscriber.

9. (Original) The method of claim 1, wherein said subscriber attribute comprises a questionnaire response.

10. (Original) The method of claim 1, wherein said subscriber attribute comprises a purchase.

11. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said purchase complements a produce provided by said provider.

12. (Original) The method of claim 10, wherein said purchase comprises a purchase of a product, wherein said product competes with a product provided by said provider.

13. (Original) The method of claim 1, wherein said provider comprises a content provider.

14. (Original) The method of claim 13, wherein said content provider comprises a programming provider.

15. (Original) The method of claim 13, wherein said content provider comprises an advertising provider.

16. (Currently Amended) A computer-readable medium on which is encoded computer program code for utilizing information relating to a subscriber to identify said subscriber as a desirable subscriber comprising:

computer program code for receiving ~~content-aeeess information~~ associated with a subscriber data from a plurality of programming and advertising sources;

computer program code for receiving viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from a source other than the plurality of programming and advertising sources;

computer program code for receiving a subscriber attribute, the subscriber attribute comprising data about the subscriber;

computer program code for merging said ~~content-aeeess information~~ data from the plurality of programming and advertising sources, said viewing information, and said subscriber attribute to create a subscriber information data store; and

computer program code for analyzing said subscriber information data store to determine said subscriber's desirability in relation to a provider.

17. (Currently Amended) A system for utilizing information related to a subscriber to identify the subscriber as a desirable subscriber comprising:

~~A content-aeeess information~~ a content database, wherein said ~~content-aeeess information~~ content database comprises ~~content-aeeess information~~ for a subscriber data from a plurality of programming and advertising sources;

a subscriber-action database, wherein said subscriber-action database comprises viewing information associated with the subscriber, the viewing information indicating whether the subscriber viewed data from a source other than the plurality of programming and advertising sources;

a subscriber attribute database, wherein said subscriber attribute database comprises an attribute of said subscriber, the attribute comprising data about the subscriber;

a subscriber information database;

a merge processor electronically connected to said content-access information content database, said subscriber-action database, said subscriber attribute database, and said subscriber information database, wherein said merge processor is operative to merge information from said content-access information content database, said subscriber-action database, and said subscriber attribute database to create data in said subscriber information database; and

a data analyzer electronically connected to said subscriber information database.

18. (Original) The system of claim 17, wherein said subscriber attribute database comprises a purchase history database.

19. (Currently Amended) The system of claim [[17]] 18, wherein said purchase history database comprises a credit card database.

20. (Original) The system of claim 17, wherein said subscriber attribute database comprises a property ownership database.

21. (Original) The system of claim 17, wherein said subscriber attribute database comprises a survey result database.

22. (Original) The system of claim 17, wherein said data analyzer comprises a report creator.

23. (Original) The system of claim 17, wherein said data analyzer comprises a multidimensional database.

24. (Original) The system of claim 17, wherein said data analyzer comprises a data-mining application.

25. (Canceled)

26. (New) The method of claim 1, wherein said source other than the plurality of programming and advertising sources comprises a videocassette recorder (VCR).

27. (New) The method of claim 1, wherein said source other than the plurality of programming and advertising sources comprises a digital video disc (DVD).

28. (New) The computer-readable medium of claim 16, wherein said source other than the plurality of programming and advertising sources comprises a videocassette recorder (VCR).

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29. (New) The computer-readable medium of claim 16, wherein said source other than the plurality of programming and advertising sources comprises a digital video disc (DVD).

30. (New) The system of claim 17, wherein said source other than the plurality of programming and advertising sources comprises a videocassette recorder (VCR).

31. (New) The system of claim 17, wherein said source other than the plurality of programming and advertising sources comprises a digital video disc (DVD).